# Content planning for sales and marketing goals

By now, you’re probably sick of reading about tying content ideation and execution to the stages of the classic sales funnel. I’m sick of writing about it, and I think we all know by now that users rarely follow a linear path through a funnel in the first place.

But the linear funnel model still has value from a content planning perspective. Each stage ties roughly to different marketing or business goals. So if you’re trying to decide where or how to allocate your content marketing efforts, knowing your biggest goals (or glaring weaknesses) can help you prioritize.